



Freedom to Succeed

Intel® Centrino® Duo Mobile Technology for Small Business







As it helps
you to stay
competitive and
customer focused,
Intel Centrino Duo
mobile technology
has been designed
with capabilities
that can grow
your business,
and grow with
your business.

Mobility isn't just the future. It's right now. Introducing a new generation of mobile computing technology from Intel.

Get the freedom to be more responsive to your clients. More effective with your time. And, by being able to work on your own terms, have more control over your life.

To get ahead in business today, you can't afford to be tied down. You need to be as flexible, efficient, connected – and competitive – as possible. You need mobility.

Now, with the latest Intel® Centrino® Duo mobile technology with a revolutionary dual-core processor, you can meet the business world's – as well as your clients' – increasing demands for speed and productivity. You can get outstanding mobile performance and improved wireless security for the management and growth of your small business – making it easier for you to stay close to your customers and information, and helping you work smarter and faster.

Our innovations in laptop computing will help change not only where and how you can conduct your business, but also how effectively you can do so, by letting you

access and share essential information on the go – whether you are moving from meeting to meeting or working from your home, office, hotel, or customer site.

Best of all, Intel Centrino Duo mobile technology can make your life easy because it is so easy. From cost to function to maintenance, this technology was designed for efficiency and reliability.

So prepare to be more flexible. Available. Effective. Creative. Get ready for an incredible mobile experience.

Break barriers – with new Intel® Centrino® Duo mobile technology.

The next-generation Intel Centrino Duo mobile technology with its revolutionary dual-core processor represents a breakthrough in mobile computing – enhancing your wireless capabilities. Our



advanced mobile-optimized dual-core processor is engineered so you can simultaneously run demanding business applications – such as sending e-mail, instant messaging, managing billing and orders, accessing customer databases, running virus scans, and creating a Web site – while security and virus protections run in the background. And with its multi-threaded professional applications, several processes can run at the same time, so information is processed even more efficiently, enabling outstanding performance for demanding business users.

Ultimate flexibility:

Get more done – better – in less time.

Intel Centrino Duo mobile technology lets you take advantage of demanding software applications on the go, for quick results with confidence. When you combine its high-performing processor, the improved performance of PCI Express*, and fast 667-MHz front side bus, you get efficient execution of instructions and outstanding performance at low power consumption, enabling improvements in battery life.

Connect to more networks and stay in touch as you move through your day.* The integrated Intel® PRO/Wireless 3945ABG Network Connection gives mobile users higher capacity while delivering enhanced functionality, letting you adopt such technologies as Voice over Internet Protocol (VoIP)—saving costs by enabling phone calls over the Internet instead of using a standard phone line. Intel Centrino Duo mobile technology features the new Mobile Intel®

945 Express Chipset family with DDR2 memory technology, which supports a faster processor and memory buses and improved graphics capabilities. The enhanced 3-D graphics and digital multimedia experience it provides also lets you enjoy the experience of Aero-glass and Aero-to-go. Plus, you are already ahead of the curve because the technology is Microsoft Vista*-ready.™

Thinner, lighter laptops with greater battery life.

Intel Centrino Duo mobile technology is available in many laptop designs to fit your needs. Thanks to key components being almost 30 percent smaller than previous generation components, laptops are lighter than ever and take up less room – so you can take them anywhere. And since mobile technology isn't very helpful if you're always looking for a power outlet, Intel Centrino Duo mobile technology features new platform life-saving features that enable improved battery life.

Easy to connect and communicate.

Our enhanced communication capabilities keep employees connected to the office, customers, suppliers, and distributors. The new Intel PRO/Wireless 3945ABG Network Connection features smart AP selection for intelligent load balancing, to provide better performance and quality of service for collaboration activities – such as VoIP. You'll find that the ability to keep in touch with higher quality VoIP calls on your laptop is a major benefit.

Wireless that's safe and secure.

We know security is a concern when you consider laptops, and we take a very comprehensive approach to counter potential external threats with support for the latest standard wireless LAN (WLAN) security certifications.⁵ To protect information transferred via the WLAN environment, Intel Centrino Duo mobile technology supports the latest industry security standards with Wi-Fi for the best available security;™ Wi-Fi Alliance WPA* and WPA2* give you the latest encryption/authentication interoperability.

Manageability and reliability built right in.

New advanced manageability technologies and platform stability can enable you to manage and secure the systems in your environment easily. This includes virus protection, data backup, disaster recovery, and firewall security. Identify and manage the assets of your business with Intel® Active Management Technology (AMT) and Intel® Virtualization Technology. Intel AMT gives you the capability to have many laptop problems fixed remotely, regardless of system state.™ With Intel Virtualization Technology, you can better protect your growing IT assets from viruses and other security threats through enhanced firewall command and control.™

Manage and grow your business – no matter what your business.

Empower your people with ease and confidence.

Best of all, you can easily install Intel Centrino Duo mobile

technology as part of any WLAN adoption, reducing the number of cables and making employee moves or growth-driven reorganization simpler and less of a hardship on your technology spending. If you are already running a WLAN, you can be confident because the integrated WLAN of Intel Centrino Duo mobile technology has been verified with many leading WLAN hardware solutions for easy installation with your existing capabilities.

Mobility: A good business move.

Any way you look at it, going mobile makes good business sense. Because Intel Centrino Duo mobile technology consists of proven Intel components, extensively tested and optimized for the mobile environment, maintenance and technical support costs can be minimized. You can enhance stability and reduce costs, which in turn helps your staff focus on more revenue-generating projects. The return on investment can be further measured when you consider the value of just a few hours of increased productivity from each member of your team in one week. And, even with the average laptop initially costing a few hundred dollars more than a desktop, just a few hours of improved employee performance more than make up for it.

In the business of doing better business.

As it helps you to stay competitive and customer focused, Intel Centrino Duo mobile technology has been designed with capabilities that can grow your business,



and grow with your business. By providing the freedom to be more creative and effective, it is ideal for any industry that wants to unlock its potential, including healthcare, real estate, legal, finance and insurance, manufacturing, retail, and many others.

Healthcare: A healthier way.

From the ability to access patient information and review lab results in real time to better billing management, Intel Centrino Duo mobile technology can increase not only the amount of time spent with a patient, but also the level of patient service overall.

- Simplify maintenance of patient records by allowing doctors and nurses to update them via a laptop.
- Enable doctors to send e-mail messages to colleagues and perform online research to confirm patient diagnosis.
- Manipulate or zoom in on an X-ray image to get a closer look and to help explain a diagnosis to a patient.
- Use a laptop to retrieve and send e-mail supplemental information on a patient's condition, easing anxieties.
- Set up a Wi-Fi "hotspot" in the waiting room so patients can work or surf on the Web while waiting.

Real estate:

When location is everything – be everywhere.

To be effective in real estate, it is crucial to be connected to critical information; the ability to respond faster can make or break a transaction. Yet you still want to have a life.

With wireless connectivity, you can access all your tools at one time – which may make you more responsive than ever.

- Answer clients' questions in minutes rather than hours.
- Reduce the complexity of transactions by documenting every step.
- Efficiently manage listings and leads in real time from any location; directly engage people who have been on your Web site.
- Facilitate virtual showings by taking photos of a property, uploading them, and showing or sending an e-mail of them to a client. Or create a map of a location and share it.
- Create animated presentations that differentiate you from your competition and enhance your effectiveness.

Top 7 Advantages of Wireless Laptops Worldwide (%)

	Mature + Emerging Markets (4 Countries)	Overall Mature Market	Overall Emerging Market
Seamlessly move within office and connect to network	63	76	49
Facilitate office teamwork and employee interaction	59	65	51
Be more productive; increase operational efficiencies	54	66	39
Be more available to customers	46	50	41
Connect to wireless network from home	47	59	32
Connect to client's or partner's wireless network	42	59	22
Connect to wireless public hotspots	43	69	13

Source: AMI Partners, Inc., 2005.

Legal: It's a crime not to be mobile.

The flexibility and efficiency you get from a high-performance laptop is invaluable. With remote access to secure, real-time information, you can be more effective in terms of courtroom preparation, client services, and more.

- Get late-breaking trial information from colleagues by instant messaging over the courtroom's WLAN.
- Present evidence more effectively to the jury with a laptop and projector or flat-panel display.
- Enable witnesses to more clearly illustrate key points of their testimony.
- Get real-time transcriptions of testimony from the court reporter's laptop for immediate review and annotation.

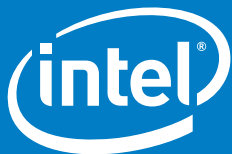
**Keep your business moving.
Wherever you want to take it.**

To be competitive today, if you are not mobile, you will be left behind. With Intel Centrino Duo mobile technology, the bar for speed and efficiency has been raised. Now there is nothing to hold you or your employees back: Work more efficiently – and simply – and stay connected with your customers, 24/7, as you make technology work for you. With most major PC vendors offering Intel Centrino Duo mobile technology-based laptops, you can have ultimate flexibility and confidence as you move your business forward.



**Contact your PC supplier today
to see how your organization can
experience a higher level of mobility.
You can also learn more at
intel.com/smallbusiness/mobile.**





Contact your PC supplier today to see how your business can experience a higher level of mobility and be more responsive with Intel® Centrino® Duo mobile technology. You can also learn more at intel.com/smallbusiness/mobile.

⁺ System performance, battery life, high-definition quality and functionality, and wireless performance and functionality will vary depending on your specific operating system, hardware, and software configurations. References to enhanced performance as measured by SYSMark® 2004, PCMark® 2005, and 3DMark® 2005 refer to comparisons with previous generation Intel® Centrino® mobile technology platforms. References to improved battery life as measured by MobileMark® 2005, if applicable, refer to previous generation Intel Centrino mobile technology platforms. Wireless connectivity and some features may require you to purchase additional software, services, or external hardware. Availability of public wireless LAN access points is limited, wireless functionality may vary by country, and some hotspots may not support Linux-based Intel Centrino mobile technology systems. See http://www.intel.com/products/centrino/more_info for more information.

^o Some platforms may not meet Microsoft's Windows Vista®-ready PC program requirements. Check with your PC manufacturer for details.

^s Some features and security solutions may not be supported by your PC's operating system and may require additional software and/or certain hardware as well as wireless LAN infrastructure support. Check with your PC manufacturer for details.

^{*} Wireless functionality may vary by country, and Wi-Fi certification is not supported on Linux-based Intel Centrino mobile technology notebooks. Check with your PC manufacturer for details.

^v Intel® Active Management Technology requires the platform to have an Intel® AMT-enabled chipset, network hardware, and software. The platform must also be connected to a power source and an active LAN port.

^{oo} Intel® Virtualization Technology requires a computer system with an enabled Intel® processor, BIOS, virtual machine monitor (VMM), and, for some uses, certain platform software enabled for it. Functionality, performance, or other benefits will vary depending on hardware and software configurations. Intel Virtualization Technology-enabled BIOS and VMM applications are currently in development.

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^{*} Other names and brands may be claimed as the property of their respective owners.